

Reinvest in *YOUR* Storefront

Add light to your animated storefronts, enhance the windows, maintain the window planters, and install new signage to help attract business! The Carlsbad Redevelopment Agency recognizes the value in actively working with property owners and business tenants to reinvigorate the Village with direct investment and programs that encourage private investment.



What can *YOUR* storefront look like?



Carlsbad Redevelopment Agency

2965 Roosevelt Street, Ste. B

Carlsbad, CA 92008

Phone: 760.434.2815

Fax: 760.720.2037

Website: www.carlsbadca.gov/housing

Storefront Improvement Grant Program

*An Incentive Program for New
and Growing Village Businesses*



[www.carlsbadca.gov/
redevelopment](http://www.carlsbadca.gov/redevelopment)



Storefront Improvement Grant Program

The intent of the Storefront Improvement Grant Program is to provide financial assistance to property owners or business tenants seeking to renovate or restore their storefront and/or building façade. The Program's objectives are to:

- Help new and established businesses attract customers.
- Leverage private investment with inspired improvements to Village buildings.
- Create a more inviting and interesting place to walk, shop, dine, and experience.



Enhanced exterior lighting warms up the entry, invites those passing by, and showcases this art gallery at night.

HOW DOES THE STOREFRONT IMPROVEMENT PROGRAM WORK?

- Funding offered is a grant to reimburse the applicant for project costs related materials, supplies, equipment and/or products, with a maximum reimbursement of \$15,000. Applicant must pay for labor costs.
- \$1 for \$1 matching funds must be provided by applicant, which may include "sweat equity".
- One grant awarded per property/building.

WHO IS ELIGIBLE?

- Applicants must be property owners and/or business tenants operating within the Village Area boundaries.
- Participants must be current on all municipal taxes and have no current code violations.
- Properties must be ADA compliant as required by State law, or propose improvements to become compliant.

GENERAL DESIGN PRINCIPLES & GUIDELINES

- All improvements must be compatible with applicable zoning codes, satisfy permit requirements, and conform to Village development standards.
 - Creativity is always encouraged!
 - Colors of exterior materials, signs, window frames, canopies and other building features should be coordinated. Choice of colors should be determined by the nature of the building.
 - Building facades should relate to their surroundings and provide a sense of cohesiveness in the Village without strict uniformity.
- Please see program manual for complete listing of design principles and guidelines.



Visually appealing, unique characteristics make this sign an attractive entrance piece.

ELIGIBLE IMPROVEMENTS

Storefronts should be oriented to the pedestrian and provide both visual interest both day and night. Effort should be made to facilitate access into the store and to create a store identity unique to the Village. The following improvements are just examples of encouraged enhancements:

- Window display areas which are appropriately scaled to facilitate night viewing.
- Signage that is attractively integrated into the architecture of the building.
- Awnings, canopies, or marquees that are functional and appealing.
- Energy efficient lighting to illuminate signage and storefront window displays.
- Animation of storefront window.
- Landscaping window boxes, hanging flower baskets and storefront plants.

→ The above list is not all-encompassing. Other improvements are eligible if they meet the general objectives and goals of the Storefront Improvement Grant Program.

PROGRAM EXCLUSIONS

- New construction and national franchises.
- Non-commercial businesses.
- Religious institutions or properties owned or occupied by a public agency.
- Residential property (rental or ownership).

Download the Storefront Improvement Grant Program manual and application at www.carlsbadca.gov/redevelopment or call 760.434.2815